

Rep Order# 6825823 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103291

Printed: 06/22/2012 8:33 AM
Last Received: 06/19/2012 7:33 AM
Showing Buylines: All Lines

1 of 8

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2601
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2601
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/28-09/28	2	1	2	\$800.00	
	2	M	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/01-10/01	2	1	2	\$800.00	
	3	TU	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/02-10/02	2	1	2	\$800.00	
	4	W	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/03-10/03	2	1	2	\$800.00	
	5	TH	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/04-10/04	2	1	2	\$800.00	
	6	F	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/28-09/28	2	1	2	\$1,450.00	
	7	M	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/01-10/01	2	1	2	\$1,450.00	
	8	TU	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/02-10/02	2	1	2	\$1,450.00	
	9	W	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/03-10/03	2	1	2	\$1,450.00	
	10	TH	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/04-10/04	2	1	2	\$1,450.00	
	11	F	7A-9A	TODAY SHW	:30	\$900.00	09/28-09/28	4	1	4	\$3,600.00	
	12	M	7A-9A	TODAY SHW	:30	\$900.00	10/01-10/01	4	1	4	\$3,600.00	

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	13	TU	7A-9A	TODAY SHW	:30	\$900.00	10/02-10/02	4	1	4	\$3,600.00	
	14	W	7A-9A	TODAY SHW	:30	\$900.00	10/03-10/03	4	1	4	\$3,600.00	
	15	TH	7A-9A	TODAY SHW	:30	\$900.00	10/04-10/04	4	1	4	\$3,600.00	
	16	SA	6A-7A	NW3 AT SUNRISE	:30	\$375.00	09/29-09/29	2	1	2	\$750.00	
	17	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/29-09/29	4	1	4	\$2,500.00	
	18	SU	6A-7A	NW3-SUNRS WKND	:30	\$375.00	09/30-09/30	2	1	2	\$750.00	
	19	SU	7A-8A	SUN TODAY	:30	\$500.00	09/30-09/30	2	1	2	\$1,000.00	
	20	F	9A-10A	TODAY SHW2	:30	\$425.00	09/28-09/28	2	1	2	\$850.00	
	21	M	9A-10A	TODAY SHW2	:30	\$425.00	10/01-10/01	2	1	2	\$850.00	
	22	TU	9A-10A	TODAY SHW2	:30	\$425.00	10/02-10/02	2	1	2	\$850.00	
	23	W	9A-10A	TODAY SHW2	:30	\$425.00	10/03-10/03	2	1	2	\$850.00	
	24	TH	9A-10A	TODAY SHW2	:30	\$425.00	10/04-10/04	2	1	2	\$850.00	
	25	F	10A-11A	TODAY SHW3	:30	\$325.00	09/28-09/28	2	1	2	\$650.00	
	26	M	10A-11A	TODAY SHW3	:30	\$325.00	10/01-10/01	2	1	2	\$650.00	
	27	TU	10A-11A	TODAY SHW3	:30	\$325.00	10/02-10/02	2	1	2	\$650.00	
	28	W	10A-11A	TODAY SHW3	:30	\$325.00	10/03-10/03	2	1	2	\$650.00	
	29	TH	10A-11A	TODAY SHW3	:30	\$325.00	10/04-10/04	2	1	2	\$650.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	F	11A-12P	RACHAEL RAY	:30	\$325.00	09/28-09/28	2	1	2	\$650.00	
	31	M	11A-12P	RACHAEL RAY	:30	\$325.00	10/01-10/01	2	1	2	\$650.00	
	32	TU	11A-12P	RACHAEL RAY	:30	\$325.00	10/02-10/02	2	1	2	\$650.00	
	33	W	11A-12P	RACHAEL RAY	:30	\$325.00	10/03-10/03	2	1	2	\$650.00	
	34	TH	11A-12P	RACHAEL RAY	:30	\$325.00	10/04-10/04	2	1	2	\$650.00	
	35	F	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/28-09/28	1	1	1	\$325.00	
	36	M	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/01-10/01	1	1	1	\$325.00	
	37	TU	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/02-10/02	1	1	1	\$325.00	
	38	W	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/03-10/03	1	1	1	\$325.00	
	39	TH	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/04-10/04	1	1	1	\$325.00	
	40	SA	5A-3P	RYDER CUP	:30	\$700.00	09/29-09/29	2	1	2	\$1,400.00	
	41	SU	5A-3P	RYDER CUP	:30	\$700.00	09/30-09/30	2	1	2	\$1,400.00	
	42	SA	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	43	SU	930A-10A	CHRIS MATTHEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
	44	F	3P-4P	DR. PHIL	:30	\$450.00	09/28-09/28	2	1	2	\$900.00	
	45	M	3P-4P	DR. PHIL	:30	\$450.00	10/01-10/01	2	1	2	\$900.00	

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Station	Remark:
V2	NOT NA - JEEP 630-7P

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	*61	TU	7P-730P	JEOPARDY	:30	\$1,300.00	10/02-10/02	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - JEOP 630-7P											
	*62	W	7P-730P	JEOPARDY	:30	\$1,300.00	10/03-10/03	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - JEOP 630-7P											
	*63	TH	7P-730P	JEOPARDY	:30	\$1,300.00	10/04-10/04	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - JEOP 630-7P											
	*64	F	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/28-09/28	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*65	M	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/01-10/01	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*66	TU	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/02-10/02	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*67	W	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/03-10/03	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*68	TH	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	10/04-10/04	1	1	1	\$1,300.00	
	Station Remark: V2 NOT NA - WHEEL 7-730P											
	*69	SA	630P-7P	NEWS 3	:30	\$425.00	09/29-09/29	1	1	1	\$425.00	
	Station Remark: V2 NEWS AIRS 730-8P											
	*70	SA	7P-8P	JEOP/WHEEL	:30	\$525.00	09/29-09/29	2	1	2	\$1,050.00	
	Station Remark: V2 JEOP/WHEEL 630-730P											
	71	M	8P-10P	THE VOICE	:30	\$4,000.00	10/01-10/01	1	1	1	\$4,000.00	
	72	W	9P-10P	L&O:SVU	:30	\$3,000.00	10/03-10/03	2	1	2	\$6,000.00	

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	73	W	10P-11P	CHICAGO FIRE	:30	\$3,200.00	10/03-10/03	1	1	1	\$3,200.00	
	74	F	8P-9P	WHO ARE YOU?	:30	\$1,700.00	09/28-09/28	1	1	1	\$1,700.00	
	75	F	9P-10P	GRIMM-NBC	:30	\$3,000.00	09/28-09/28	1	1	1	\$3,000.00	
	76	SA	9P-10P	PRIME-SAT-NBC	:30	\$800.00	09/29-09/29	1	1	1	\$800.00	
	77	SA	10P-11P	L&O SVU-SA-NBC	:30	\$1,200.00	09/29-09/29	1	1	1	\$1,200.00	
	78	SU	4P-515P	FTBL NITE AMR	:30	\$2,500.00	09/30-09/30	1	1	1	\$2,500.00	
	79	SU	530P-830P	NBC SUN-FTBL	:30	\$10,000.00	09/30-09/30	2	1	2	\$20,000.00	
	80	SU	830P-930P	NWS3 LVE-PRIME	:30	\$1,600.00	09/30-09/30	2	1	2	\$3,200.00	
	81	F	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/28-09/28	1	1	1	\$1,200.00	
	82	M	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/01-10/01	1	1	1	\$1,200.00	
	83	TU	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/02-10/02	1	1	1	\$1,200.00	
	84	W	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/03-10/03	1	1	1	\$1,200.00	
	85	TH	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	10/04-10/04	1	1	1	\$1,200.00	
	86	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	09/29-09/29	2	1	2	\$2,200.00	
	87	F	1135P-1235A	TONITE SHW	:30	\$500.00	09/28-09/28	2	1	2	\$1,000.00	
	88	M	1135P-1235A	TONITE SHW	:30	\$500.00	10/01-10/01	2	1	2	\$1,000.00	

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	89	TU	1135P-1235A	TONITE SHW	:30	\$500.00	10/02-10/02	2	1	2	\$1,000.00	
	90	W	1135P-1235A	TONITE SHW	:30	\$500.00	10/03-10/03	2	1	2	\$1,000.00	
	91	TH	1135P-1235A	TONITE SHW	:30	\$500.00	10/04-10/04	2	1	2	\$1,000.00	
	92	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	09/29-09/29	2	1	2	\$2,800.00	
	93	SU	1135P-12A	SPORT NT-L VGS	:30	\$400.00	09/30-09/30	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 167 / \$153,025.00

---SALES MONTHLY TOTALS---

Sep 12: 59 / \$66,425.00 Oct 12: 108 / \$86,600.00

Sales Totals: 167 / \$153,025.00

Station Totals: 167 / \$153,025.00

Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$413,581	CATV 0%	KBLR 0%	KINC 0%	KLAS 22%	KSNV 37%
		KTNV 15%	KTUD 0%	KVCW 1%	KVMX 3%	KVVU 22%
		XXXX 0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

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-- CREDIT RISK --

CASH IN ADVANCE